



# ARKWRIGHT

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### ARKWRIGHT CONTINUES TO BUILD A BETTER MOUSE TRAP !!

**Fiskeville, Rhode Island, March 4, 2002** - Arkwright, Inc. announces the launch of **PHOTO PLATINUM PLUS**, an improved version of its popular photo paper of PHOTO PLATINUM. These high quality large format photo papers are to be released in North America on February 18<sup>th</sup>, 2002. and in Europe on March 25<sup>th</sup>, 2002.

**PHOTO PLATINUM PLUS** photo paper comes in two different finishes, gloss and satin. These high quality inkjet papers are designed to perform well in Colorspan, Encad, Hewlett Packard and Epson series printers.

A 190-gsm photo paper, **PHOTO PLATINUM PLUS** offers several features, advantages, and benefits compared with many other photobase papers available in the display graphics market today.

FEATURES	ADVANTAGE	BENEFIT
<b>True universal coating</b>	Works across the entire spectrum of wide format printers available today.	Less stocking keeping units required to service wide format ink jet market.
<b>Rich look and feel</b>	Heavier basis weight and glossier feel.	Images have more "POP". Higher value for your customers.
<b>Improved low temperature lamination</b>	Images and white space adhere better when using low temperature laminates.	Less end user problems when job after image is rolled up
<b>Improved mounting</b>	Printed jobs go up and stay up.	Less end user problems when images are shipped or moved.

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“This product continues the success story for our Photo Platinum product line. Arkwright continues to invest in Display Graphics market and in providing the highest quality products at competitive prices.” says Dave Hatfield Director of Large Format Marketing. “We are pleased to be able to offer the **PHOTO PLATINUM PLUS** photo papers to brand owners around the world. We think the product’s performance is exceptional on a wide variety of popular printers”

**PHOTO PLATINUM PLUS** is a 7 mil photo paper that will be offered in 100 ft. rolls and in 24”, 36”, 42”, 44”, 50”, 54” and 60” widths.

### **ARKWRIGHT WIDE FORMAT PRODUCT LINE UP**

Arkwright continues to offer one of the broadest large format paper and film product lines in the supplies market. The complete Arkwright product lineup includes CAD papers, vellums and films as well as Display Graphic presentation papers, photobase, backlit, clear film, white film, canvases, and outdoor products. For more product information please contact Arkwright for details or visit us on the World Wide Web at [arkwright.com](http://arkwright.com).

### **YOUR PRESS KIT CONTAINS THE FOLLOWING:**

- Product Announcement
- **PHOTO PLATINUM PLUS** Product Information Sheets
- Sample of Gloss **Photo Platinum PLUS**
- Sample of Satin **Photo Platinum PLUS**

### **ABOUT ARKWRIGHT, INC.**

Founded in 1810, Arkwright’s business is to develop, coat, convert and market papers, films and other media for digital imaging. Arkwright is ISO 9001 and 14000 registered and services computer printer, plotter, and copier supplies markets throughout the world. Arkwright, Inc. has four manufacturing facilities throughout the United States and eleven distribution centers in North America and Europe.

### **ARKWRIGHT’S MISSION**

Our mission is to create opportunity. We lead the field with innovative products, by thinking about papers and films in a whole new light. We exist to give our customers the chance to discover. The freedom to create. The opportunity to explore the infinite possibilities of the empty surface.

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